



WCPO

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## ORDER

Print Date 10/27/12

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Flight Dates 10/30/12-11/06/12

Contract / Revision 316136 /

Original Date / Revision  
10/27/12 10/27/12

Advertiser Friends of Brown / Democra

Agency Shorr Johnson Magnus

Buying Contact

1831 Chestnut Street  
Philadelphia, PA 19103

Product

Candidate. Week 1 Add 10.30-11.6

Agency Com 15%

Billing Contact

1831 Chestnut Street  
Philadelphia, PA 19103

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # Week # 1 ADD

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	34	\$22,695.00	\$26,700.00	0.00	10/29/12	11/06/12	34	\$22,695.00	\$26,700.00
Totals	34	\$22,695.00	\$26,700.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	10/30/12	11/06/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	-----		0		\$0.00		0.00					
		Week: 11/05/12	11/11/12	-T-----		1		\$600.00		0.00					
N 2	WCPO	10/30/12	11/06/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	MTWTF--	:30	4	\$225.00	P-2	0.00	NM	6	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	-TWTF--		4		\$225.00		0.00					
		Week: 11/05/12	11/11/12	MT-----		2		\$225.00		0.00					
N 3	WCPO	10/30/12	11/06/12	M-F 9-10a	CM	M-F 9-10a	MTWTF--	:30	4	\$400.00	P-2	0.00	NM	6	\$2,400.00



WCPO

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Contract / Revision 316136 Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 10/27/12/ 10/27/12

Order Sep 00:20:00

Advertiser Friends of Brown / Democr Product Candidate. Week 1 Add 10. Estimate # Week # 1 ADD

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Live with Regis and Kelly															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF- -					4	\$400.00		0.00			
		Week: 11/05/12	11/11/12	MT- - - - -					2	\$400.00		0.00			
N 4	WCPO	10/30/12	11/06/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MTWTF- -	:30	4	\$750.00	P-2	0.00	NM	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF- -					4	\$750.00		0.00			
		Week: 11/05/12	11/11/12	MT- - - - -					2	\$750.00		0.00			
N 5	WCPO	10/30/12	11/06/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF- -	:30	4	\$600.00	P-2	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF- -					4	\$600.00		0.00			
		Week: 11/05/12	11/11/12	MT- - - - -					2	\$600.00		0.00			
N 6	WCPO	10/30/12	11/06/12	Sunday Prime D Sunday Prime D	CM	10-11p	- - - - - S	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S					1	\$4,000.00		0.00			
		Week: 11/05/12	11/11/12	- - - - -					0	\$0.00		0.00			
N 7	WCPO	10/30/12	11/06/12	Tuesday Prime A Tuesday Prime A	CM	8-9p	- T- - - - -	:30	1	\$6,500.00	P-2	0.00	NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- T- - - - -					1	\$6,500.00		0.00			
		Week: 11/05/12	11/11/12	- - - - -					0	\$0.00		0.00			
N 8	WCPO	10/30/12	11/06/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	- - - - - S	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S					2	\$400.00		0.00			
		Week: 11/05/12	11/11/12	- - - - -					0	\$0.00		0.00			
N 9	WCPO	10/30/12	11/06/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	- - - - - S	:30	2	\$375.00	P-2	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S					2	\$375.00		0.00			
		Week: 11/05/12	11/11/12	- - - - -					0	\$0.00		0.00			
N 10	WCPO	10/30/12	11/06/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	- - - - - S-	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S-					2	\$400.00		0.00			
		Week: 11/05/12	11/11/12	- - - - -					0	\$0.00		0.00			
N 11	WCPO	10/30/12	11/06/12	SU 9-10a SU9-10a	CM	9-10a	- - - - - S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S					1	\$1,400.00		0.00			
		Week: 11/05/12	11/11/12	- - - - -					0	\$0.00		0.00			
Totals														34	\$26,700.00